Happy Holidays
and Happy New Year!

Ugly Holiday Sweater Contest
Dec. 14

Legislative REPORT CARD
published by Cal Chamber

Event Calendar
More....

CONTACT US
760/346-6111
Info@pdacc.org
Ribbon Cutting

Inside Plants

Congratulations!

Medi Weight Loss

Congratulations!

Skitzo Kitty

Congratulations!

Trenz Gallery

Congratulations!
Palm Desert Area Chamber of Commerce has a new addition - “CC” the Elf on the Shelf. All month, “CC” will be traveling throughout the desert visiting different member locations daily.

Should you spot “CC,” snap a photo with her and post it to the Palm Desert Area Chamber of Commerce Facebook page with the hashtag #FindCC. You will be entered for a chance to win great prizes (restaurant gift certificates, gift cards, services, merchandise, tickets and more). Happy holidays!
Indian Wells, CA
March 6-19, 2017

TICKETS ON SALE NOW
visit bnpparibasopen.com or call 800.999.1585
Ribon Cutting

Adams Early Childhood Learning Center

Congratulations!

Brandini Toffee

Congratulations!

Fusion Workplaces

Congratulations!

Genesis at Millenium

Congratulations!
Holiday Marketing Tips

Tis the season for Starbucks red cups, Coca-Cola polar bears, the famous Hershey candies chiming bells, and more. The holidays is that one time of year when PR companies and marketer’s smile uncontrollably. The holiday season can be incredibly profitable for you and your business.

Holiday Marketing Tips for Small Businesses

1. Don’t Make Assumptions

Don’t just assume that your customers are happy to hear Christmas greetings. Be sensitive to the beliefs of others. At the same time, know your demographic. Understanding who you are, what you want to represent and the temperature of your audience will make sure your campaign resonates with customers. Recognize difference and show that you are globally minded.

2. Use the Right Outlet

As with all marketing campaigns, make sure you’re using the right outlet for your message. For example, if you’re running a week-long special, you can afford to send out an email promoting this deal or do a radio/tv ad. But, if it’s a 1-day deal, social media may be the best avenue. Social media is instantaneous and will encourage the most offer redemption.

3. Traditions Can Work in Your Favor

Don’t be afraid to capitalize on current traditions. If it’s not broke, don’t fix it. One of the longest holiday traditions? The Christmas tree. Plan a marketing campaign around a custom that’s already stamped itself in the minds of consumers. People will recognize this symbol and immediately develop associations with your campaign. Do not be afraid to make room for new traditions. With new traditions come the opportunity to solidify your brand in an evergreen way. For example, the Coca-Cola polar bears have become an iconic symbol for this corporation; especially around the holidays. In fact, if you don’t see these symbols, it doesn’t even feel like that time of the year. One of the best examples of a new tradition that has swept the nation? Elf on the Shelf. PDACC has grabbed hold of this tradition just this year!

4. You Don’t Have to Overspend to be Effective

Word of Mouth Marketing Escalates Around the Holidays! The holidays bring people together. In turn, when people are together, what do they do? Talk. They exchange first-hand accounts about what products they’re using, purchasing, who they’re following ... the list goes on. You want your product or service to be a part of these conversations? A memorable campaign can take the main stage this holiday season. Connections are key in business. Consumers like to do business with people they know. Take the opportunity of the numerous gathering, special events that are happening around the desert. Attend events such as the Holiday Business Breakfast (Dec 13) or the Holiday Business After Hours (Dec. 14). You will have access to a lot of people all gathered in one place. Connect, connect, connect.

The holiday season must be seized as a time of opportunity. People expect to come face to face with marketing messages this time of year. This is a perfect time to position your brand.
Peace Officer & Public Safety Awards Luncheon - A Huge Success...
Be A Cop

If you value public safety and want to serve your community while working closely with law enforcement professionals, the City of Palm Desert invites you to join our Citizens on Patrol (COPS) Team.

COPS volunteers provide valuable assistance to police in many ways including traffic control at accidents and DUI checkpoints. COPS also patrol City neighborhoods, shopping centers, and parking lots looking for potential problems and reporting them to law enforcement.

All COPS volunteers receive specialized training including CPR/First Aid, traffic control, driver’s safety, and more.

COPS volunteers also operate the City’s Vacation Home Check Program, which provides Palm Desert residents with enhanced security and peace of mind during extended vacations.

If you want to make a difference in your community, please call 760-862-9848.

Written by David Herman, Public Information Officer for the City of Palm Desert. More info at www.CityofPalmDesert.org or 760/776-6411
2nd ANNUAL
palm desert area
chamber of commerce

‘tis the season...
TO ROCK
UGLY
SWEATERS

In the spirit of the holidays bring a new children’s book (donated to the UW of the Desert) OR a food item for the animals at the Living Desert (a list of foods needed will be announced soon).

Space is limited RSVP Required  |  info@pdacc.org  |  760.346.6111

Always wanted to be on TV?
HERE’S YOUR OPPORTUNITY!

CONTACT PDACC
760/346-6111
info@pdacc.org

You get a 4 Minute Segment, 3 air times & the link to share on your site

Business After Hours
“Holiday Wild Lights” Mixer
At the Living Desert

Dec. 14
5pm - 7pm

“HOLIDAY UGLY SWEATER” CONTEST
Category 1—Individual
Category 2—Group/Business

CHANCE TO WIN
$250
Cash/Gift Cards

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CHAIRMAN’S COUNCIL

Partner Level

New Members
Baxley Properties
73712 Alessandro Dr Ste B4
Palm Desert
(760) 773-3310

Coachella Valley Network Specialists
44227 Monterey Ave
Palm Desert
(844) 966-4335

Cornerstone Flooring Solutions, Inc.
39725 Garand Ln Ste G
Palm Desert
(760) 200-0025

Cove Electric Inc
77971 Wildcat Dr Ste F
Palm Desert
(760) 360-0036

CPR Photography
72880 Fred Waring Ste A1
Palm Desert
(760) 702-1709

Decades
73730 El Paseo Ste A1
Palm Desert
(760) 610-1771

Desert Hyperbaric Medicine
36923 Cook St Ste 102
Palm Desert
(760) 773-3899

Desert Star Software
72880 Fred Waring Dr
Palm Desert
(760) 851-3731

Dewey Pest Control
72395 Varner Rd
Thousand Palms
(760) 343-2912

Farmers Insurance - Mike Murrell Agency
74836 Technology Dr Ste 106
Palm Desert
(760) 999-9900

HK Lane - Alane Whitmore
72895 Fred Waring
Palm Desert
(760) 574-4399

Legend Gardens
73685 Catalina Way
Palm Desert
(760) 773-3115

Mario’s by Miss Shelleys
72840 Hwy 111 Ste 399
Palm Desert
(951) 346-3200

Norma’s Italian Kitchen
42410 E. Bob Hope
Rancho Mirage
(760) 834-8738

Property Artists LLC
72880 Fred Waring Ste A1
Palm Desert
(760) 640-6000

Samuels Jewelers
72840 Hwy 111 Ste 413
Palm Desert
(760) 346-8030

Steven R. Frimtzis DDS
37017 Cook St Ste 102
Palm Desert
(760) 345-6633

ToastMasters
Palm Desert
(760) 333-0070

Wells Fargo Home Mortgage
74199 El Paseo Dr
Palm Desert
(760) 862-6400
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All About Massage, Inc.
Barbershop Harmony Society
Best Best & Krieger LLP - Attorneys at Law
Bill Carver
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Capo Fireside
Classic Party Rentals - Palm Desert
Community Valley Bank
Demo Unlimited, Inc.
Desert Empire Insurance Services, Inc.
Dr. Carreon Foundation
Elizabeth Sass Fine Jewelry
Eos Fitness
Fairway Vacation Rentals
Franks Palm Desert Upholstery
Gilda's Club Desert Cities
Grace Home Furnishings
Independent Living Partnership
Kaiser Grille Palm Desert
Konica Minolta Business Solutions USA Inc
KW Luxury Homes by Keller Williams
La Spiga Ristorante Italiano
Lakes Country Club
Magic Rug Cleaners
Manhattan in the Desert
March of Dimes Foundation
Maryanov, Madsen, Gordon & Campbell, CPAs
Mimmo's Italian Restaurant & Bar
Morton's of Chicago Palm Desert, Inc.
Padgham Insurance Services
Palm Desert Tobacco, Inc.
Palm Springs Nissan
Palms to Pines Automotive
Perfectly Clear Pools Inc
PC Limo & Tours
Radio Station KHCS
Red Lobster
Resort Parking Services
Riverside County Sheriff
Ronald McDonald House
State Farm Insurance - Peggy Ames #0571475
Temple Sinai
The Pet Hotel at Barkingham Palace
Tri-A-Bike
WCBS Print Services

THANK YOU
More on Earthquakes

Between 1918 and 2004 there were twenty 6.0+ earthquakes in Southern California, on average one every 4.3 years.

Over that period, the longest gap between 6.0+ earthquakes was 12 years.

It’s been 12 years our last 6.0+ earthquake.

That makes me nervous as an insurance broker and homeowner.

If you live on the West Coast you’ve already been told what to do (get away from things that fall) and what to have in your earthquake kit (water, food, flashlights, radio, first aid kit, some cash). Here are a few more things for you to consider:

1. Your kitchen is a likely source of fire. You should always have both a flashlight and fire extinguisher in your kitchen.

2. You need to turn off the gas. Locate the gas turnoff valve, then learn how to turn it off which typically involves turning a square-shaped nut with a special wrench that is almost always missing. You can use an adjustable wrench, but you should have that wrench near that valve.

3. You need to turn off the water. If you have an all-house valve you can turn it off “at the house” which will keep your irrigation system flowing (including possible breaks). Or you can turn it off “at the street” which will turn off everything, but it’s frequently very hard to lift the cement cover over your street water valve without a tool such as a large screwdriver. You should try it once to be prepared.

4. Electric garage doors have little red knobs hanging from ropes that are for emergency release/manual use. Once pulled the door can be manually lifted, but it is quite heavy. It’s a good idea to see if you can do it before you really need to.

5. You and your family should prearrange a meeting place to go if your house is uninhabitable. Assume cell service will be down. Your house will be rendered uninhabitable (regardless of your opinion) if the civil defense authority “red tags” it due to gas leak, foundation cracks, etc. You can assume no nearby hotels will be available.

6. Talk to your insurance broker about earthquake insurance. It’s expensive because the risk is very real. For those who want to manage cost, consider covering the structure but not the contents, since the contents are partially recoverable most scenarios.

Carrie Babij is President of Desert Insurance Solutions in La Quinta, and has more than 25 years’ experience with high net worth personal and commercial lines of insurance. For more information, contact Carrie at carrie@desertinsurancesolutions.com
Meet an Ambassador - Brian Daly

Name: Brian Daly  
Company: American Red Cross - Coachella Valley  

A Michigan native, former competitive swimmer, bi-lingual (in French) Marketing Executive (former Sr. VP at J. Walter Thompson Team Detroit), desiring to "make a difference in the lives of people who need it most", Brian moved to the Desert in 2015 with his domestic partner, Jarried Gragg, and their dogs Charlotte and Frankie, and became Director of Major Gifts, American Red Cross – Coachella Valley & Morongo Basin. Joining the PDACC and becoming an Ambassador helped Brian gain friendships and a sense of community, from which he has benefitted through the introduction to people who share his passion for the American Red Cross and have become donors.

Brian is most proud of:

* The development and management of Disney Collectibles in Western Europe
* The integration of Ford Motor Company’s vehicles in “Casino Royale” starring Daniel Craig
* Producing “Herb Ritts: L.A. Style for the Getty Museum and Lincoln Motor Company” (https://www.youtube.com/watch?v=jvhdWwJRYtY)
* Producing “St. Vincent Meals on Wheels: Ending Hunger in Los Angeles” (https://www.youtube.com/watch?v=Rdi_J8hM1JU)
* 36 years of sobriety (One-on-One counseling with people in recovery from substance abuse)

Ambassador Team

EXECUTIVE TEAM
Tammy Martin - Ambassador President, Friends of the Desert Mountains 
Joy Diffendal - Ambassador Vice President, Take Shape for Life  
Alisa Williams - Corresponding Secretary, Family YMCA of the Desert  
John Sloan - Recording Secretary, Keller Williams Realty

Cindy Burreson - Westin Mission Hills Golf Resort  
Debbie Frazer - Mary Kay Cosmetics  
Betty Baxter - Betty Baxter Coaching  
Angela Henderson - Bank of So. California  
Dorcas Greene - Life Coach  
Erin Sullivan Moore - Robert Half  
Judy Lozano - Pacific Premier Bank  
Howard Gordon - Coachella Valley Home Care  
Tatiana Korolev - SocialLight SoCal  
Rick Miller - Shop.com/Rick Miller  
Sandy Swett - Pets n’ Their People Photography  
Brian Daly - American Red Cross  
Robert Strong - Forest Lawn  
Ben Sperber III - Modern Woodmen of America  
Bob Solomon - Ambassador Emeritus

Get Involved!

Ambassadors are the public relations and retention assistants of the PDACC. They are a group of business leaders in the community who have made a commitment to volunteer their time and efforts toward developing and maintaining a feeling of goodwill and understanding between the PDACC and business, government, and the community.

Make Connections  
Build Business Relationships  
Grow Your Business  
Contact Vanessa@pdacc.org or 760/346-6111
Meet a fellow member...

Here at Fusion Workplaces, we set ourselves apart from the competition with style. Our premier executive suites are nestled into the prestigious Indian Wells area, centrally located in Coachella Valley. We are directly on Highway 111, easily accessed from I-10 and less than 30 minutes away from Palm Springs International Airport.

With Fusion’s Palm Desert workspace solutions, it’s easy to increase productivity and decrease overhead costs. Our flexible and cost-effective workspaces provide executive office environment options to small businesses. Our five-star serviced workspace facility offers cutting edge technology, professional meeting environments, and highly trained, professional staff to provide the ultimate office experience. Fusion Workplaces' exceptional business services include professional reception and administrative assistance, meeting organization which includes catering assistance, coffee and water service, and technical support.

Our business center has been completely remodeled with beautiful finishes, modern furniture, and impressive art throughout the interior. Our state-of-the-art business center features fast internet and Wi-Fi, voice-over-IP phones, conference rooms with large screen smart TVs for presentations, all dimming LED lighting, individual controls for A/C - a feature which is unheard of in this area, and extremely important, as it lets our clients control their own environment!

Home-Based businesses can take advantage of our virtual office options, which include phone service with live call answering, call screening, voicemail to email, voicemail transcription to email and text, and more! Our meeting room packages are very competitively priced and include the use of our day office. On top of that, our address package includes reception services and package acceptance! Come check us out for yourselves at www.fusionworkplaces.com! We look forward to working with you!
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The information herein has been obtained from various sources.
We have no reason to doubt its accuracy, but do not guarantee it.
2016 Legislative Report Card

The California Chamber of Commerce has released a report of California legislators’ floor votes for the second year of the 2015-16 legislative session, focusing on priority bills to the state’s business community.

2016 Vote Record -This is the 42nd vote record the CalChamber has compiled. The CalChamber publishes this report in response to numerous requests by member firms and local chambers of commerce that would like a gauge by which to measure the performance of their legislators.

To help readers assess legislators’ vote records, the charts group bills into seven areas: education, environmental regulation, health care costs, labor and employment, legal reform and protection, water supply and quality, and workers’ compensation.

Partial Picture—No vote record can tell the entire story of a legislator’s attitude and actions on issues of importance to business. To fully evaluate your legislative representative, consult the legislative journals and examine your legislator’s votes in committee and on floor issues. You can view these via links at www.calchambervotes.com.

Many anti-business bills were rejected by legislators in policy or fiscal committees, thus stopping proposals before they reached the floor for a vote. The vote record does not capture these votes. Most bills in this report cover major business issues that are of concern to both small and large companies. The CalChamber recognizes that there are many bills supported or opposed by business that are not included in this vote record and analysis. A “Best Business Votes” section lists legislators according to the percentage of times they voted with the CalChamber position on the bills selected for the vote record. This year, the vote record covers 17 votes in the Senate and 16 votes in the Assembly. Most bills in the vote record cover major business issues that are of concern to both small and large companies.

Senate Vote Record on Major Bills

- **80%+ w/ CalChamber**
  - Anderson, Joel (R) 17-0
  - Bates, Pat (R) 17-0
  - Fuller, Jean (R) 17-0
  - Huff, Bob (R) 17-0
  - Moorlach, John M.W. (R) 17-0
  - Nguyen, Janet (R) 17-0
  - Stone, Jeff (R) 17-0
  - Vidak, Andy (R) 17-0
  - Berryhill, Tom (R) 16-0
  - Gaines, Ted (R) 16-0
  - Morrell, Mike (R) 16-0
  - Nielsen, Jim (R) 16-0
  - Cannella, Anthony (R) 16-1

- **60%-79% w/ CalChamber**
  - Galgiani, Cathleen (D) 11-6
  - Glazer, Steve (D) 11-6

- **40%-59% w/ CalChamber**
  - Roth, Richard (D) 9-8
  - Pan, Richard (D) 8-9

- **< than 40% w/ CalChamber**
  - McGuire, Mike (D) 6-11
  - Wieckowski, Bob (D) 6-11

- **80%+ w/ CalChamber**
  - Hueso, Ben (D) 5-10
  - Liu, Carol (D) 5-11
  - Allen, Ben (D) 5-12
  - Hernandez, Ed (D) 5-12
  - Lara, Ricardo (D) 5-12
  - Leyva, Connie (D) 5-12
  - Mendoza, Tony (D) 5-12
  - Wolk, Lois (D) 5-12
  - Hancock, Loni (D) 4-12
  - Beall, Jim (D) 4-13
  - Block, Marty (D) 4-13
  - de León, Kevin (D) 4-13
  - Hall, Isadore (D) 4-13
  - Hertzberg, Bob (D) 4-13
  - Hill, Jerry (D) 4-13
  - Jackson, Hannah-Beth (D) 4-13
  - Leno, Mark (D) 4-13
  - Mitchell, Holly J. (D) 4-13
  - Monning, Bill (D) 4-13
  - Pavley, Fran (D) 4-13

View these via links at www.calchambervotes.com
### Assembly Vote Record on Major Bills

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<th>Vote Range</th>
<th>Members</th>
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<td>Kim, Young (R) 16-0</td>
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<td>Obernolte, Jay (R) 16-0</td>
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View these via links at [www.calchambervotes.com](http://www.calchambervotes.com)

OR

Make an Upcoming Event

Palm Desert Area Chamber has created a community calendar on our website (www.pdacc.org) for member partners to utilize FREE of charge.

The Palm Desert Area Chamber Calendar is a feature of our website which allows both members and our partners to post events in a common location that is viewed by the general public to advertise community-wide events.

Submissions are FREE and with over 10,000 views to the site per month, you cannot afford not to submit your calendar on our site. Visit www.pdacc.org today and click on the Calendar tab, click the “Submit an Event Tab,” fill in the appropriate info and press “submit.” All events submitted to the PDACC Calendar are subject to approval and may take up to 72 hours to appear so place your submissions early.